

Instruction Sheet for Direct Account Visit

Take time to familiarize yourself with the enclosed information regarding the "We Card" program (Press release, brochures, materials).

NOTE: A letter was sent to retailers earlier this year informing them of the "We Card" program. They should be familiar with the program and have a general idea of what you are talking about.

At Direct Account

1. If account participates in the "We Card" program and signage is visible, thank the direct account for heightening the awareness of the program..
2. If account does not participate, briefly explain the program and ask if they wish to participate.
3. If the account wishes to participate in the "We Card" program, complete the attached order form and send to program contact: Carolyn Brinkley, Winston-Salem.

*Rich Walters
Ordered*

"We Card" Kit Order Form

Complete Name of Account: _____

Complete Address: _____

Account Program Contact: _____

Number of "We Card" Kits: _____
(Shipped to Account)

Please fax to: Carolyn Brinkley at (910) 741-5607

Or Mail to: Carolyn Brinkley
R. J. Reynolds Tobacco Company
401 N. Main Street
Winston-Salem, NC 27102

51849 2721